Pulse

OCTOBER 1966

New England Deaconess Hospital
Boston, Massachusetts

SPECIAL ISSUE

Forward With Deaconess . . .

A call to our employees

The New England Deaconess Hospital has come a long way since the turn of the century when it was a tiny building with only 14 beds. Having provided care to over one-third of a million sick people since its beginning, it has become a great specialty hospital. And to you is due a large part of the credit for its achievements. Its internationally known clinics and research facilities, its nursing and technical people, and the special friendliness that characterizes Deaconess care have combined to make this hospital one of the world's finest medical centers.

CRITICAL SITUATION

No hospital, however, can rest on past achievements. Every day, each patient demands renewed dedication. Also, there comes a time when any hospital, particularly a great one, must take a long step forward or be left behind.

The Deaconess has reached the point where it must expand its patient facilities or face the prospect of less than satisfactory care and a gradual depletion of its medical and surgical staffs through inability to attract promising specialists.

You all know that in recent years the hospital has been operating at maximum capacity and has had long waiting lists. Our space situation has become critical.

THE SOLUTION: EXPAND

. . . Add 6 new floors to present Central Building making the Deaconess a 460-bed hospital.

. . . Expand the radiology department.

. . . Provide new and expanded special care department with four units occupying an entire floor of Central for medical, surgical, coronary and thoracic surgical patients.

. . . Improve and expand recovery rooms next to operating rooms.

. . . Adapt the present Deaconess Building to laboratory and service uses.

Total Cost	$8,500,000
Funds in Hand or Expected	
Previous gifts and bequests in hand	$2,500,000
Federal funds	350,000
Total	$2,850,000
Amount Needed to Complete Program	$5,650,000

To help raise the new capital necessary for carrying out the program — the largest project the hospital has ever undertaken — a subscription campaign is being launched among the Deaconess Family.

DEACONESS NEEDS YOUR HELP

To carry out this program — the most extensive in Deaconess history — is going to cost around $8,500,000. Funds in hand total less than a third of this. To raise the rest, a public campaign for a minimum of $3,000,000 is being launched. Our outside sources of potential support not closely related to the hospital will naturally expect us to do our part first. We hope that the Deaconess family will provide its share of the fund as follows:

Medical staff and clinics	$1,250,000
Corporations members and trustees	1,000,000
Patients, corporations, friends	400,000
Friends of Deaconess	250,000
Foundations	250,000
DEACONESS EMPLOYEES	100,000

MEMORIAL GIFTS

Listed below are some samples of areas available for memorial gifts. By spreading payments over three tax years (or longer if necessary) individuals or groups can provide memorials or commemorative gifts to members of a family, friends and associates — gifts that are enduring and meaningful. Each memorial will be identified by a plaque designating the donor and the person honored.

	Three Annual Payments	*Total Cost*
Consulting room (6th floor)	$ 800	$ 2,400
Semi-private room (17 on each floor)	6,665	20,000
Conference room (3rd floor)	2,000	6,000
Class conference room (5th floor)	1,500	4.500

Pledges stir other donors

I hope that as you consider the amount of your personal pledge you will think about its influence on others. Each dollar invested not only will purchase a dollar's worth of facilities, but will demonstrate your support of this program to potential subscribers elsewhere, be they foundations, corporations or civic-minded individuals. The Trustees and staff also will surely interpret your strong employee support as a challenge to them. Thus your dollars have the power of attracting many, many more from other people.

Thanks a million

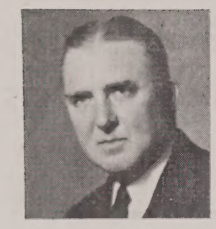
Your dedication to the sick and your loyalty to the Deaconess will undoubtedly lead you to do your part. Please accept my deepest thanks, in advance, for pointing the way.

Sincerely,

LAURENS MACLURE

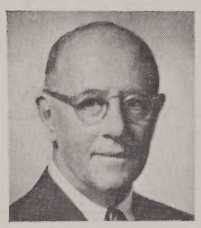
CAMPAIGN COMMITTEE

Laurens MacLure
President

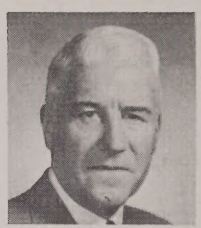


Francis W. Capper
Campaign Chairman

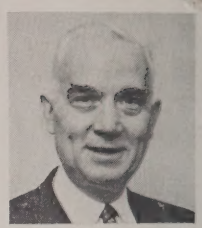
John Barnard, Jr.
Advance Gifts



Edward Dana
Challenge Gifts



Edward Dane
Leadership Gifts



James F. Farr
Special Gifts

HOW MUCH SHOULD ONE GIVE?

While no one should presume to tell the amount any employee should contribute, certain standards must be maintained if our part of the campaign is to be a success.

Some have asked about other campaigns. An analysis in similar institutions shows that many loyal employees have given a minimum of one per cent of their gross wages, and many have given 2 to 3 percent.

The One Per Cent Plan

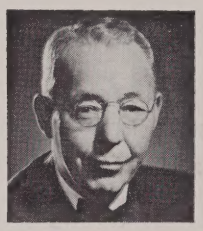
For example, an employee with a weekly income of $75 would give either 75c or $1.50 per week, or $39 to $78 a year for three years.

For those with an income of $6000 a year, this would indicate a weekly pledge of $2 to $4.

We hope that most will be able to pledge more than this. Suggested guides are included on each pledge card. Those with higher incomes may wish to do more.

To help make pledging as convenient as possible for you, it is suggested that gifts be paid through payroll deduction. The pledge period will begin on December 1, 1966 and end on December 31, 1969. **Of course, all payments are deductible for income tax purposes as provided by law. A pledge remains in effect only as long as you are employed at the hospital.**

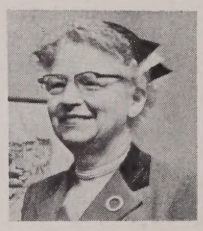
Robert D. Lowry
Administration and Employees



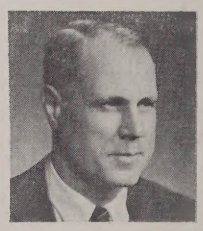
Leland S. McKittrick, M.D.
Doctors

Miss Marion L. Metcalf
Nurses' Alumnae

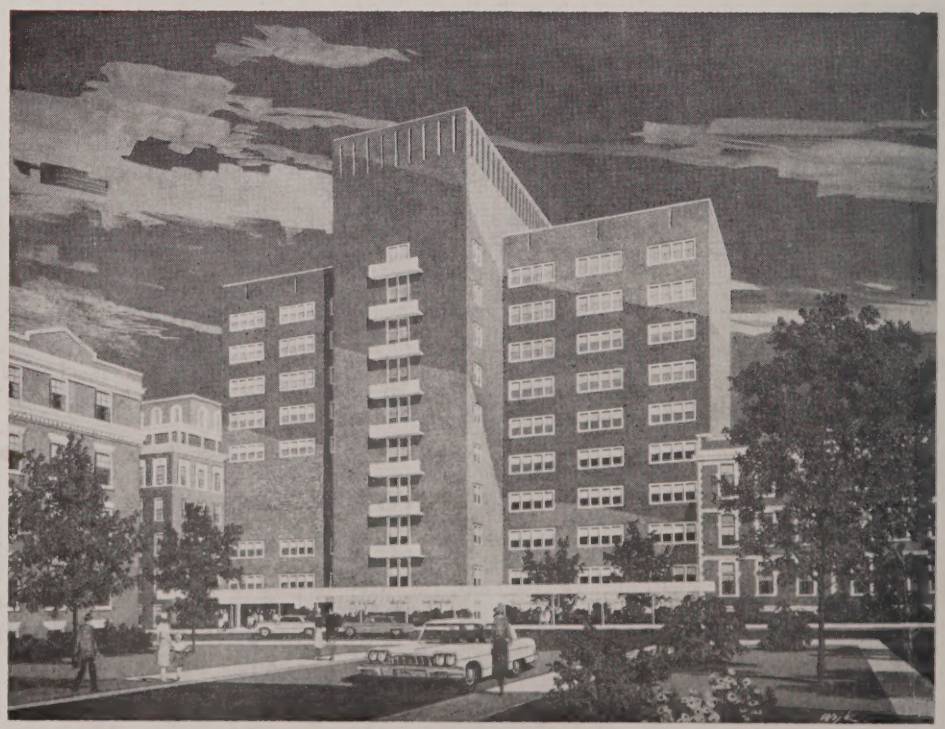
William M. Rand
Trustees



Miss Dorothy B. Seccomb
Friends of the Deaconess



Humphrey H. Swift
Treasurer



Six floors will be added to the Central Building and the wing extending toward Deaconess will be widened. The original plans for the Central Building provided for future expansion at the lowest possible cost. With the additional beds in the Central Building, space will be freed for new and additional laboratories in the Deaconess. In every way the result will be a better hospital — a better place in which to work and a better place for patients to regain their health.